

**ATARI
HOME COMPUTER
PRODUCTS**

**DEALER
CONFIDENTIAL
PRICE LIST**

EFFECTIVE JULY 1, 1982

(Supersedes January 1, 1982 Price List)



W A Warner Communications Company

**DEALER
CONFIDENTIAL
PRICE LIST**

ATARI® HOME C

ATARI HOME COMPUTERS

	Minimum Order	Master Pack	Suggested Retail Price	Dealer Unit Cost
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ATARI 400™ Home Computer (The Basic Computer™) (16K RAM)	2	2	\$349.00	\$265.00
ATARI 800™ Home Computer (16K RAM) (Includes the ATARI BASIC Cartridge, ATARI BASIC Reference Manual, ATARI BASIC Self-Teaching Guide)	2	2	\$899.00	\$602.00

ADDITIONAL EQUIPMENT

ATARI 410™ Program Recorder	2	2	\$ 99.95	\$ 67.00
ATARI 810™ Disk Drive	2	2	\$599.95	\$400.00
ATARI 820™ 40-Column Printer (Impact)	1	1	\$299.95	\$229.00
ATARI 822™ 40-Column Printer (Thermal)	1	1	\$299.95	\$229.00
ATARI 825™ 80-Column Printer (Impact)	1	1	\$799.95	\$535.00
ATARI 830™ Acoustic Modem	1	20	\$199.95	\$135.00
ATARI 850™ Interface Module	1	6	\$219.95	\$148.00
CX85 Numerical Keypad	2	2	\$124.95	\$83.65
CX853 16K RAM Memory Module™ (For ATARI 800)	2	6	\$ 99.95	\$ 69.00
CX30-04 Paddle Controller (Pair)	4	16	\$ 21.95	\$ 14.00
CX40-04 Joystick Controller (Pair)	4	16	\$ 21.85	\$ 14.00
CX40 Joystick Controller (Single)	4	64	\$ 10.95	\$ 7.00

ATARI HOME COMPUTER PROGRAMS

Home Education

CX4126 ATARI Speed Reading ¹ (5 Cassettes) (Joystick Controller Required)	3	6	\$ 74.95	\$ 46.50
CX4107 Biorhythm (Cassette)	3	6	\$ 14.95	\$ 9.20
CX4119 Conversational French (5 Cassettes)	3	3	\$ 59.95	\$ 37.10
CX4118 Conversational German (5 Cassettes)	3	3	\$ 59.95	\$ 37.10
CX4125 Conversational Italian (5 Cassettes)	3	3	\$ 59.95	\$ 37.10
CX4120 Conversational Spanish (5 Cassettes)	3	3	\$ 59.95	\$ 37.10
CX4121 Energy Czar™ (Cassette)	3	6	\$ 14.95	\$ 9.20
CX4114 European Countries & Capitals (Cassette)	3	6	\$ 14.95	\$ 9.20
CX4108 Hangman (Cassette) (Joystick Controller Optional)	3	6	\$ 14.95	\$ 9.20
CX4101 An Invitation to Programming™ 1 (Cassette)	3	3	\$ 24.95	\$ 15.40
CX4106 An Invitation to Programming 2 (2 Cassettes and Workbook)	3	3	\$ 29.95	\$ 18.50
CX4117 An Invitation to Programming 3 (2 Cassettes and Workbook)	3	3	\$ 29.95	\$ 18.50
CX4130 Juggles House ² (Cassette) (Early learning: teaches upper/lower, inside/outside, ages 3-6)			\$ t.b.a.	\$ t.b.a.
CX8138 Juggles House ² (Diskette) (Early learning: teaches upper/lower, inside/outside, ages 3-6)			\$ t.b.a.	\$ t.b.a.
CX4129 Juggles Rainbow ^{2*} (Cassette) (Early learning:teaches above/below, left/right, ages 3-6)			\$ t.b.a.	\$ t.b.a.
CX8137 Juggles Rainbow ^{2*} (Diskette) (Early learning: teaches above/below, left/right, ages 3-6)			\$ t.b.a.	\$ t.b.a.
CX4102 Kingdom™ (Cassette)	3	6	\$ 14.95	\$ 9.20
CXL4007 Music Composer™ (Cartridge)	3	6	\$ 39.95	\$ 26.00
CX8135 My First Alphabet™ ¹ (Diskette)	3	6	\$ 34.95	\$ 21.70
CX4123 Scram™ (A Nuclear Power Plant Simulation) (Cassette) (Joystick Controller Required)	3	6	\$ 24.95	\$ 15.40
CX4112 States & Capitals (Cassette)	3	6	\$ 14.95	\$ 9.20
CX4110 Touch Typing (2 Cassettes)	3	6	\$ 24.95	\$ 15.40



COMPUTER PRODUCTS

Home Office

	Minimum Order	Master Pack	Suggested Retail Price	Dealer Unit Cost
CX404 ATARI Word Processor (3 Diskettes, 1 Audio Cassette)	3	12	\$149.95	\$ 93.00
CX8106 Bond Analysis ³ (Diskette)	3	6	\$ 24.95	\$ 15.40
CX414 The Bookkeeper ¹ (4 Diskettes)	3	6	\$149.95	\$ 93.00
CX4109 Graph It™ (2 Cassettes) (Joystick Controller Optional)	3	6	\$ 19.95	\$ 12.40
CX415 The Home Filing Manager™ ¹ (2 Diskettes)	3	6	\$ 49.95	\$ 31.00
CX4104 Mailing List (Cassette)	3	6	\$ 24.95	\$ 15.40
CX4115 Mortgage & Loan Analysis ³ (Cassette)	3	6	\$ 19.95	\$ 12.40
CX406 Personal Financial Management System™ ^{1,4} (3 Diskettes)			\$ t.b.a.	\$ t.b.a.
CX4103 Statistics 1 (Cassette)	3	6	\$ 19.95	\$ 12.40
CX8107 Stock Analysis ³ (Diskette)	3	6	\$ 24.95	\$ 15.40
CX8108 Stock Charting ³ (2 Diskettes)	3	6	\$ 29.95	\$ 18.50
CXL4015 TeleLink™ I (Cartridge)	3	6	\$ 29.95	\$ 18.50
CXL4016 TeleLink™ II (Cartridge)			\$ t.b.a.	\$ t.b.a.

Home Entertainment

CXL4013 Asteroids™ (Cartridge) (Joystick Controller/s Required)	6	6	\$ 34.95	\$ 22.75
CXL4004 Basketball (Cartridge) (Joystick Controller/s Required)	6	6	\$ 34.95	\$ 22.75
CX4105 Blackjack (Cassette)	6	6	\$ 14.95	\$ 9.20
CX8130 Caverns of Mars™ (Diskette) (Joystick Controller Required)	6	6	\$ 39.95	\$ 24.80
CXL4020 Centipede™ ¹ (Cartridge) (Joystick Controller/s Required)	6	6	\$ 44.95	\$ 27.80
CXL4009 Computer Chess (Cartridge) (Joystick Controller Required)	6	6	\$ 34.95	\$ 22.75
CXL4012 Missile Command™ (Cartridge) (Joystick Controller/s Required)	6	6	\$ 34.95	\$ 22.75
CXL4022 PAC-MAN ⁵ (Cartridge) (Joystick Controller/s Required)	6	6	\$ 44.95	\$ 27.80
CXL4008 Space Invaders ⁶ (Cartridge) (Joystick Controller/s Required)	6	6	\$ 34.95	\$ 22.75
CXL4011 Star Raiders™ ⁷ (Cartridge) (Joystick Controller Required)	6	6	\$ 44.95	\$ 27.80
CXL4006 Super Breakout™ (Cartridge) (Paddle Controllers Required)	6	6	\$ 34.95	\$ 22.75
CXL4010 3-D Tic-Tac-Toe (Cartridge) (Joystick Controller/s Required)	3	6	\$ 34.95	\$ 22.75
CXL4005 Video Easel™ (Cartridge) (Joystick Controller/s Required)	3	6	\$ 34.95	\$ 22.75

Programming Languages and Aids

CXL4003 Assembler Editor (Cartridge)	3	6	\$ 59.95	\$ 37.10
CXL4002 ATARI BASIC Cartridge (Included with ATARI 800)	3	6	\$ 59.95	\$ 37.10
CX8121 ATARI Macro Assembler and Program-Text Editor™ (Diskette)	3	6	\$ 89.95	\$ 56.00
CX8126 ATARI Microsoft BASIC (Diskette)	3	6	\$ 89.95	\$ 56.00
CXL4018 PILOT (Home Package: Cartridge, Manual and Reference Card)	3	6	\$ 79.95	\$ 49.50
CX405 PILOT (Educators' Package: Cartridge, Binder, 2 Manuals, Reference Card and 2 Demonstration Cassettes)	3	12	\$129.95	\$ 84.00

KITS AND ASSORTMENT PACKS

(CX482) THE EDUCATOR™ KIT⁸

Total Suggested Retail Value	\$174.85
Total Special Suggested Retail Price	\$165.95
Total Dealer Cost	\$102.90

(Minimum Order — 2)

Includes:	Quantity	Suggested Retail Price
ATARI 410™ Program Recorder	1	\$ 99.95
ATARI BASIC Cartridge	1	\$ 59.95
States & Capitals (Cassette)	1	\$ 14.95

(CX483) THE PROGRAMMER™ KIT⁸

Total Suggested Retail Value	\$ 81.85
Total Special Suggested Retail Price	\$ 69.95
Total Dealer Cost	\$ 46.25

(Minimum Order — 2)

Includes:	Quantity	Suggested Retail Price
ATARI BASIC Cartridge	1	\$ 59.95
ATARI BASIC Reference Manual	1	\$ 10.95
ATARI BASIC Self-Teaching Guide	1	\$ 10.95



Offer ends 9-15-82

(CX484) THE COMMUNICATOR™ KIT⁸

Total Suggested Retail Value	\$449.85
Total Special Suggested Retail Price	\$419.95
Total Dealer Cost	\$273.00

(Minimum Order — 2)

Includes:

	Quantity	Suggested Retail Price
ATARI 830™ Acoustic Modem	1	\$199.95
ATARI 850™ Interface Module	1	\$219.95
TeleLink™ I (Cartridge)	1	\$ 29.95
TeleLink™ I Instruction Manual		Included with TeleLink I Cartridge
CompuServe Information Service ⁹ Package ¹⁰	1	Free Introduction
Dow Jones News/Retrieval ¹¹ Service Package ¹⁰	1	Free Introduction
THE SOURCE, AMERICA'S INFORMATION UTILITY ¹² Package ¹⁰	1	Free Introduction

(CX488) THE COMMUNICATOR™ II KIT^{4,8}

(CX488) THE COMMUNICATOR™ II KIT^{4,8}	\$ t.b.a.
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(CX481) THE ENTERTAINER™ KIT⁸

Total Suggested Retail Value	\$101.75
Total Special Suggested Retail Price	\$ 89.95
Total Dealer Cost	\$ 58.50

Includes:

	Quantity	Suggested Retail Price
Missile Command™ (Cartridge)	1	\$ 34.95
Star Raiders™ ⁷ (Cartridge)	1	\$ 44.95
Joystick Controller (Pair)	1	\$ 21.85

(CX418) THE HOME MANAGER™ KIT^{4,8}

Total Suggested Retail Value	\$ t.b.a.
Total Special Suggested Retail Price	\$ t.b.a.
Total Dealer Cost	\$ t.b.a.

(Minimum Order — t.b.a.)

Includes:

	Suggested Retail Price
Personal Financial Management System™ (3 Diskettes)	\$ t.b.a.
The Home Filing Manager™ (2 Diskettes)	\$ t.b.a.

(CX419) THE BOOKKEEPER KIT^{1,8}

Total Suggested Retail Value	\$274.90
Total Special Suggested Retail Price	\$249.95
Total Dealer Cost	\$154.95

(Minimum Order — 2)

Includes:

	Quantity	Suggested Retail Price
The Bookkeeper (4 Diskettes)	1	\$149.95
Numerical Keypad ¹ (CX85)	1	\$124.95
The Bookkeeper Simplified Guide	1	Included with The Bookkeeper
The Bookkeeper User's Guide	1	Included with The Bookkeeper
The Bookkeeper CX85 Numerical Keypad User's Guide	1	Included with The Bookkeeper Kit

PERSONAL INTEREST ASSORTMENT PACK⁸

Total Suggested Retail Value	\$1,022.30
Total Dealer Cost	\$ 643.82

Includes:	Quantity	Suggested Retail Price Per Unit
The Programmer Kit	4	\$ 69.95
ATARI BASIC Cartridge	2	\$ 59.95
ATARI BASIC Self-Teaching Guide	2	\$ 10.95
ATARI BASIC Reference Manual	2	\$ 10.95
An Invitation to Programming 1	2	\$ 24.95
An Invitation to Programming 2	3	\$ 29.95
An Invitation to Programming 3	3	\$ 29.95
Biorhythm	4	\$ 14.95
Blackjack	2	\$ 14.95
Energy Czar	2	\$ 14.95
Graph It	1	\$ 19.95
Mortgage & Loan Analysis	1	\$ 19.95
Music Composer	3	\$ 39.95
Statistics 1	1	\$ 19.95
Touch Typing	2	\$ 24.95

EDUCATOR ASSORTMENT PACK⁸

Total Suggested Retail Value	\$1,235.75
Total Dealer Cost	\$ 774.80

Includes:	Quantity	Suggested Retail Price Per Unit
The Educator Kit	2	\$165.95
ATARI 410 Program Recorder	2	\$ 99.95
Conversational French	2	\$ 59.95
Conversational German	2	\$ 59.95
Conversational Italian	2	\$ 59.95
Conversational Spanish	2	\$ 59.95
Energy Czar	2	\$ 14.95
European Countries & Capitals	2	\$ 14.95
Hangman	2	\$ 14.95
Kingdom	2	\$ 14.95
Scram (A Nuclear Power Plant Simulation)	3	\$ 24.95
States & Capitals	2	\$ 14.95

ENTERTAINMENT ASSORTMENT PACK⁸

Total Suggested Retail Value	\$1,152.30
Total Dealer Cost	\$ 746.55

Includes:	Quantity	Suggested Retail Price Per Unit
The Entertainer Kit	4	\$ 89.95
Joystick Controller (Pair)	2	\$ 21.85
Joystick Controller (Single)	2	\$ 10.95
Paddle Controller (Pair)	4	\$ 21.95
Asteroids	4	\$ 34.95
Basketball	2	\$ 34.95
Computer Chess	2	\$ 34.95
Missile Command	1	\$ 34.95
Space Invaders	4	\$ 34.95
Star Raiders ⁷	1	\$ 44.95
Super Breakout	2	\$ 34.95
3-D Tic-Tac-Toe	1	\$ 34.95
Video Easel	1	\$ 34.95

¹ Estimated availability third quarter 1982.² Estimated availability fourth quarter 1982.³ A Control Data CYBERWARE™ product manufactured under license from Control Data Corporation © 1980.⁴ Estimated availability first quarter 1983.⁵ Trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.⁶ Trademark of Taito America Corporation.⁷ 1982 Computer Game of the Year, awarded by Video Magazine.⁸ Atari, Inc. reserves the right to substitute equivalent value software.⁹ Registered trademark of CompuServe, Inc., an H&R Block company.¹⁰ Packages include password, instructions and 1 hour free time.¹¹ t.b.a. Prices to be announced.¹² Registered trademark of Dow Jones & Company, Inc.

THE SOURCE and AMERICA'S INFORMATION UTILITY are service marks of Source Telecomputing Corporation, a subsidiary of

the Reader's Digest Association, Inc.

t.b.a. Prices to be announced.

BOOKS

	Minimum Order	Suggested Retail Price	Dealer Unit Cost
C014385 ATARI BASIC Self-Teaching Guide	6	\$ 10.95	\$ 6.80
C060004 Computers for people (Resale version)	5	\$ 7.95	\$ 4.80
CA060425 Computers for people (Resale version, includes display)	10	\$ 7.95	\$ 4.80

LITERATURE

THE ATARI CONNECTION™ (Quarterly Magazine)

C017668-05 Spring '82	10	\$ 3.00	\$ 1.80
C017668-06 Summer '82	10	\$ 3.00	\$ 1.80
C017668-07 Fall '82 ¹	10	\$ 3.00	\$ 1.80
C017668-08 Winter '82 ²	10	\$ 3.00	\$ 1.80
C060018 ATARI Special Additions™ (Summer/Fall '82)	10	\$ 4.95	\$ 1.80

(Catalog of third-party products for ATARI Home Computers)

MANUALS

C017711 ATARI 400™ (The Basic Computer™) Owner's Guide	6	\$ 3.95	\$ 2.40
C060055 ATARI 410™ Owner's Guide	6	\$ 3.95	\$ 2.40
C060057 ATARI 800™ Owner's Guide	6	\$ 3.95	\$ 2.40
C060056 ATARI 810™ Owner's Guide	6	\$ 3.95	\$ 2.40
C014762 ATARI 820™ Operator's Manual	6	\$ 5.95	\$ 3.95
C015954 ATARI 822™ Operator's Manual	6	\$ 5.95	\$ 3.95
C015506 ATARI 825™ Operator's Manual	6	\$ 5.95	\$ 3.95
C017651 ATARI 850™ Interface Module Operator's Manual	6	\$ 3.95	\$ 2.40
C017652 ATARI 850™ Interface Module Technical Manual	6	\$ 10.95	\$ 6.60
C015307 ATARI BASIC Reference Manual	6	\$ 10.95	\$ 6.60
C016347 ATARI 810 Disk Operating System II Reference Manual (Included with ATARI 810 Master Diskette II)	6	\$ 10.95	\$ 6.60
C016555 ATARI 400/800™ Technical Users Notes	6	\$ 29.95	\$ 18.50
C017809 PILOT Primer: The PILOT Programming Language Instruction Manual	6	\$ 24.95	\$ 15.40
C017811 Student PILOT Reference Guide	6	\$ 19.95	\$ 12.40
C017893 Operating System Source Listing	6	\$ 19.95	\$ 12.40
C017894 Disk Operating System Utilities Source Listing (DOS II)	6	\$ 5.95	\$ 3.95
C060054 An Introduction to the Disk Operating System	6	\$ 3.95	\$ 2.40

ACCESSORIES

	Minimum Order	Master Pack	Suggested Retail Price	Dealer Unit Cost
CX81 ATARI I/O Data Cord (5 feet)	2	50	\$ 19.95	\$ 13.50
CX86 Printer Cable (Included with ATARI 825)	2	50	\$ 49.95	\$ 33.50
CX87 Interface/Modem Cable (Included with ATARI 830)	2	50	\$ 39.95	\$ 26.80
CX88 Interface/Terminal Cable (Used with ATARI 850 to connect to an RS232C-compatible device)	2	50	\$ 39.95	\$ 26.80
CX89 Monitor Cable (Color monitor)	2	50	\$ 49.95	\$ 33.50
CX82 Monitor Cable (Black & White monitor)	2	50	\$ 49.95	\$ 33.50
CA014746 TV Switch Box (Included with ATARI 400 and ATARI 800)	4	200	\$ 9.95	\$ 5.50
CA014748 Power Adapter (Included with ATARI 400, 800, 822, 850)	1	1	\$ 19.95	\$ 13.50
CA017964 ATARI 810 Disk Drive Power Adapter (Included with ATARI 810)	1	1	\$ 19.95	\$ 13.50
C014854 ATARI 820 Printer Ribbon (Included with ATARI 820)	10	100	\$ 5.95	\$ 3.95
C014062 ATARI 820 Printer Paper (Roll paper, one roll included with ATARI 820)	3	50	\$ 2.95	\$ 1.95
CA016376-02 ATARI 822 Thermal Printer Paper (One box contains eight sticks of two rolls)	1 box	1	\$ 48.00	\$ 32.10
CA016087 ATARI 825 80-Column Printer Ribbon (Three per box, one included with ATARI 825)	3 boxes	3	\$ 18.95	\$ 12.70
C016233 ATARI 825 80-Column Printer Paper (Roll Paper)	12	12	\$ 6.95	\$ 4.65
CA016751 ATARI 830 Acoustic Modem Power Adapter (Included with ATARI 830)	2	50	\$ 20.75	\$ 13.90
CX8104 ATARI 810 Master Diskette II (One per box; manual and one blank, formatted diskette included)	3 boxes	6	\$ 35.00	\$ 23.50
CX8100 ATARI 810 Blank Diskettes (Five per box)	3 boxes	6	\$ 25.00	\$ 17.50

¹ Estimated availability third quarter 1982.

² Estimated availability fourth quarter 1982.

³ A Control Data CYBERWARE™ product manufactured under license from Control Data Corporation © 1980.

⁴ Estimated availability first quarter 1983.

⁵ Trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

⁶ Trademark of Taito America Corporation.

⁷ 1982 Computer Game of the Year, awarded by Video Magazine.

⁸ Atari, Inc. reserves the right to substitute equivalent value software.

⁹ Registered trademark of CompuServe, Inc., an H&R Block company.

¹⁰ Packages include password, instructions and 1 hour free time.

¹¹ Registered trademark of Dow Jones & Company, Inc.

¹² THE SOURCE and AMERICA'S INFORMATION UTILITY are service marks of Source Telecomputing Corporation, a subsidiary of the Reader's Digest Association, Inc.

t.b.a. Prices to be announced.

SHIPPING WEIGHTS

(Minimum Order Packout)

ATARI HOME COMPUTERS

ATARI 400 Home Computer (The Basic Computer)	24 lbs.
ATARI 800 Home Computer (16K RAM)	46 lbs.

ADDITIONAL EQUIPMENT

ATARI 410 Program Recorder	9.5 lbs.
ATARI 810 Disk Drive	23 lbs.
ATARI 820 40-Column Printer (Impact)	12.25 lbs.
ATARI 822 Thermal Printer	11 lbs.
ATARI 825 80-Column Printer (Impact)	17 lbs.
ATARI 830 Acoustic Modem	3 lbs.
ATARI 850 Interface Module	5.5 lbs.
CX85 Numerical Keypad ¹	4 lbs.
CX853 16K RAM Memory Module	1 lb.
CX30-04 Paddle Controller (Pair)	2.5 lbs.
CX40-04 Joystick Controller (Pair)	3 lbs.
CX40 Joystick Controller (Single)	2.5 lbs.

KITS

CX482 The Educator	13.5 lbs.
CX483 The Programmer	11 lbs.
CX484 The Communicator	15 lbs.
CX481 The Entertainer	10 lbs.
CX418 The Home Manager	t.b.a.
CX419 The Bookkeeper	t.b.a.

ASSORTMENT PACKS

Personal Interest	16 lbs.
Educator	33 lbs.
Entertainment	12 lbs.

TERMS AND CONDITIONS OF SALE

TERMS: Net 30 days from date of invoice. (Net 90 days from date of invoice for all product shipped through September 15, 1982)

MINIMUM ORDER QUANTITY: Hardware, software and accessories must be ordered in minimum order quantities shown. Minimum total order — \$2,500 at dealer cost. Quantity discount of 2% for individual orders over \$25,000 to one shipping point.

WARRANTY: All ATARI Home Computer products carry 90-day parts and labor warranty. Initially defective materials will be repaired by the nearest ATARI Factory Authorized Service Center and returned to the dealer. Please refer to individual product warranty cards for complete details.

PRICES AND PRODUCT SPECIFICATIONS: Prices are subject to change without notice and products are not price-protected. All product specifications are based upon authorized information and are believed correct at publication approval. ATARI Home Computer Division reserves the right to make changes from time to time without notice or obligation, in prices, colors and materials, and to change or discontinue products.

SHIPPING TERMS: All products are F.O.B. origin, freight collect.

CO-OP ADVERTISING PROGRAM: Consult published 1982 Co-op Ad Program for details.



ATARI HOME COMPUTERS

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